



Foreign Agricultural Service

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## Mexico

### Product Brief

# The Mexican Market for Processed Fruits and Vegetables 2001

Approved by:

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**U.S. Embassy**

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**Report Highlights:** US exporters of processed fruits and vegetables can find good market opportunities for their products in the Mexican market. Competition from local production is strong, with domestic production supplying over 85 percent of the total demand. Currently, the United States supplies approximately 48 and 79 percent of Mexico's processed fruit and vegetable imports, respectively. Greece, Chile, Canada and Spain are the United States' biggest competitors for the Mexican processed fruit and vegetable market.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Mexico ATO [MX2], MX

This report is for informational purposes only to assist exporters of US produced food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the US Agricultural Trade Office nor the USDA endorses any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking credit references.

## SECTION I. MARKET OVERVIEW

The products included in this report are processed fruits and vegetables, including canned, dried and frozen. These products are listed in chapters 20.01, 20.02, 20.03, 20.04, 20.05, 20.06, 20.07, 20.08, and 20.09 of the Mexican Tariff System.

The Mexican market for processed fruits and vegetables has increased at annual average rates of 12 percent from US\$1.3 billion dollars in 1997 to US\$1.7 billion dollars in 1999. It is estimated that by the end of 2000 the market will increase to US\$1.9 billion dollars.

The most accurate official production data available in Mexico is provided through the Cámara Nacional de la Industria de Conservas Alimenticias-CANAINCA (National Chamber of Processed Foods). According to CANAINCA, which represents 70–80 percent of the Mexican processors of fruits and vegetables in the country which at the same time account for the 85 percent of the domestic production of processed fruits and vegetables, a total of US\$ 1.3 billion dollars was produced in 1997 increasing at annual average rates of 12 percent to reach US\$ 1.7 billion dollars in 1999. Production is expected to reach US\$ 1.9 billion by the end of 2000.

Mexico exports between 15 and 20 percent of its total production of processed fruits and vegetables. These exports increased at annual average rates of around 13 percent from US\$228.6 million dollars in 1997 to US\$295.2 million dollars in 1999 and is expected to reach US\$321.1 million dollars by the end of 2000.

Mexican imports of processed fruits and vegetables increased at an annual average rate of 20 percent, growing from US\$121.1 million dollars in 1997 to US\$189.6 million dollars in 1999, and are expected to reach US\$236.5 million dollars by the end of 2000. See table 1.

Table 1  
**MEXICAN MARKET FOR PROCESSED FRUITS AND VEGETABLES**  
**1997-2000e**  
(US Million Dollars)

	1997	1998	1999	2000e
Production (1)	\$1,313.1	\$1,470.9	\$1,697.5	\$1,901.2
Imports (2-3)	\$121.1	\$156.7	\$189.6	\$236.5

Exports (2-3)	\$228.6	\$255.8	\$295.2	\$321.1
Total Market	<b>\$1,205.6</b>	<b>\$1,371.8</b>	<b>\$1,591.9</b>	<b>\$1,816.6</b>
Imports as % of Total Market	10.1 %	11.4 %	11.9 %	13.0%

Sources: (1)-CANAINCA; (2)- Banco Nacional de Comercio Exterior-BANCOMEXT; (3) Secretaría de Comercio y Fomento Industrial-SECOFI (Secretariat of Trade and Industrial Development); and personal estimates.  
e: Estimated annual figures for 2000

## SECTION II. MARKET SECTOR OPPORTUNITIES AND THREATS

### Fruits

The processed fruit market represents especially good export opportunities for US suppliers of peaches, apricots, and pears. Between 1997 and 1999, peaches and fruit cocktail accounted for 57.2 percent of the volume of processed fruit imported into Mexico. Imports from the United States represented only 6.2 percent of total imports of peaches. The major players were Greece, with 54.5 percent, and Chile, with 31.8 percent. In the fruit cocktail category, however, imports from the United States accounted for 85.2 percent of total Mexican imports. The United States maintained an overwhelming market share for Mexican imports of processed cherries (97.0 percent), preserves (88.6 percent), processed citrus fruits (87.6 percent) and processed strawberries (78.7 percent).

Overall, processed fruit exports from the United States accounted for 48.0 percent of Mexican imports between 1997 and 1999; this share was expected to grow to 59 percent by the year 2000.

### Vegetables

The processed vegetables market represents particularly good opportunities for US suppliers of potatoes, corn, palm hearts, mushrooms and olives. Between 1997 and 1999, potatoes and corn accounted for 62.5 percent of the volume of processed vegetables imported by Mexico. Imports from the United States accounted for 76.4 percent of total imports of potatoes and faced some competition from Canada, which had a share of 23.4 percent. Practically all of the processed corn imported into Mexico (98.3 percent) comes from the United States. Overall, processed vegetables exports from the United States accounted for 79.9 percent of Mexican imports between 1997 and 1999, and this share is expected to grow to 81 percent by the year 2000.

With 38.7 percent of the import market, US exports of olives take second place only to Spain (57.2 percent). US exports of processed mushrooms accounted for only 6.2 percent of total imports, trailing Spain (40.5 percent), India (25.0 percent) and China (23.7 percent).

The United States maintained an overwhelming market share for Mexican imports of truffles (99.9 percent), string beans (98.6 percent), peas (98.5 percent), beans (96.3 percent), pickled products (88.8 percent), asparagus (79.2 percent) and tomato products (60.9 percent).

Table 2  
**MEXICAN IMPORTS OF PROCESSED FRUITS AND VEGETABLES**  
**1997-2000e**

(US Million Dollars)

Tariff Code Categories	1997	1998	1999	2000
2001 - Pickles, onions, peppers	2.3	2	2.3	3.2
2002 - Tomatoes and tomato paste	4.4	4	4.1	8.1
2003 - Mushrooms and truffles	1.4	1.8	3	4.9
2004 - Potatoes and other legumes	21.7	27.4	34.3	47.8
2005 - Sweet corn, peas, olives, etc.	41.2	64.5	54.5	54.6
2006 - Beans and Asparagus	0.9	1	1.9	1.4
2007 - Jams, jellies, marmalades, etc.	9.7	9.3	14.7	14.9
2008 - Preserved fruits	29.9	34.9	56.6	102.5
2009 - Fruit and vegetable juices	9.5	11.7	18.1	33.1
<b>Total</b>	<b>121</b>	<b>156.6</b>	<b>189.5</b>	<b>270.5</b>

Source: Secretaría de Comercio y Fomento Industrial-SECOFI (Secretariat of Foreign Trade and Industrial Development)

In a random store check conducted in the Mexico City Metropolitan Area, the following processed fruit and vegetables brands/suppliers from the various countries were identified. See table 3.

Table 3

COUNTRY	PRODUCT	BRAND NAME	IMPORTER
Austria	Marmalades	Diarbo	Europress
Chile	Peaches, mixed fruits, pineapples	Corina	Herdez
	Mixed fruits, Peaches	La Costeña	Conservas la Costeña
	Peaches	Poma-Rosa	La Negrita
England	Garlic sauce	Lea Perrin's	Danone International Brands
France	Mushrooms		Grandes Superficies de Mexico
Greece	Peaches	San Isidro	Surtidora Abarrotera
	Peaches	Filippos	Grandes Superficies de Mexico
	Peaches	Campeador	Industria Agricola Carredana

Italy	Tomato Paste	Metalliana	
	Juices	Pomi	Parmalat
Mexico	Pumpkin flower, red peppers, pears	San Miguel	Grupo Industrial San Miguel
	Marmalades	McCormick Del Monte La Costeña Kraft Smuckers/US Clemente Jacques Del Fuerte Del Monte Corina Herdez La Costeña San Marcos La Pasiega La Cumbre	
	Mixed Vegetables, sweet corn, peas, tomato paste and hot peppers (serrano, chipotle, jalapeño, poblano)		
Spain	Marmalades, ate,	Sant Veri	Comercializadora, Importadora y Exportadora Vomac
	Peaches, tomato paste	Cidacos	Cesarfer
	Mushrooms		
	Artichoke, palmito	Roland	
Thailand	Pineapple	Siam Food	Grandes Superficies de México
	Mushrooms		Grandes Superficies de México
USA	Berries, apple pure, cherries, peas, black cherries, spinach	S & W	La Puerta del Sol
	Marmalades	Brickstone	Importadora y Distribuidora de Alimentos

Official Mexican import statistics listed other countries as exporting processed fruits and vegetables to Mexico during the 1997-2000 period. Main export sales, by principal countries, and their

respective market shares are listed below. See table 4

Table 4  
**MEXICAN IMPORTS OF PROCESSED FRUITS AND VEGETABLES BY COUNTRY**  
**1997-2000e**  
 (US Million Dollars and %)

COUNTRIES	1997	1998	1999	2000
<b>United States</b>	<b>86.3</b>	<b>120.6</b>	<b>130.7</b>	<b>168.6</b>
<b>Percentage Import Market Share</b>	<b>71.2%</b>	<b>76.9%</b>	<b>69%</b>	<b>72.5%</b>
<b>Canada</b>	<b>4.6</b>	<b>5.9</b>	<b>7.7</b>	<b>9.8</b>
<b>Percentage Import Market Share</b>	<b>3.8%</b>	<b>3.7%</b>	<b>4.1%</b>	<b>4.2%</b>
<b>Spain</b>	<b>3.6</b>	<b>4.1</b>	<b>4.6</b>	<b>9.3</b>
<b>Percentage Import Market Share</b>	<b>2.9%</b>	<b>2.6%</b>	<b>2.4%</b>	<b>3.9%</b>
<b>Chile</b>	<b>15.2</b>	<b>17.6</b>	<b>33.7</b>	<b>28.1</b>
<b>Percentage Import Market Share</b>	<b>12.5%</b>	<b>11.2%</b>	<b>17.7%</b>	<b>12.1%</b>
<b>Others</b>	<b>11.4</b>	<b>8.5</b>	<b>12.9</b>	<b>17.1</b>
<b>Percentage Import Market Share</b>	<b>9.4%</b>	<b>5.6%</b>	<b>6.8%</b>	<b>7.3%</b>
<b>Total</b>	<b>1211</b>	<b>1567</b>	<b>1896</b>	<b>2329</b>

Source: Secretaría de Comercio y Fomento Industrial-SECOFI (Secretariat of Trade and Industrial Development)

### Entry Strategy

The principal buyer of processed fruits and vegetables is the retail sector. The traditional purchasing procedure by Mexican companies is to go to the Central de Abastos (terminal market) to choose the product and either arrange for delivery or to take the product away. This is done most frequently by the small retailers and restaurants. There are few major national distributors handling food products.

There are several ways that manufacturers of processed fruits and vegetables can approach the Mexican marketplace. The most effective would be to sell directly to national and regional supermarket chains and club stores. The Central de Abastos, which is renowned for its wide variety of fresh fruits and vegetables, is also a good avenue for these types of products; however, the customers are more price conscious there.

US firms wishing to penetrate the Mexican market must have a locally based distributor/representative in order to operate and to establish a successful business relationship with domestic buyers. For the majority of small and mediums sized US food companies, it is probably best to tap into a preexisting distribution network, either that of a distribution company or a Mexican

food processor.

## **Retail Sector**

The Mexican retail sector is the most significant buyer of processed fruits and vegetables in Mexico. The organized part of this sector is represented by the large retail chains and convenience stores, which for the most part are well organized, use modern retailing and marketing techniques and face fierce domestic competition. They represent around 50 to 55 percent of total retail sales in Mexico. The leading retail companies are members of the Asociación Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores). The other part of this sector is comprised of the "mom and pop stores," which represent the traditional retail system, and which account for approximately from 45 to 50 percent of total retail sales. High income and middle class Mexican consumers prefer to purchase their processed fruit and vegetable products at supermarkets because of convenience.

During 1999, sector analysts estimated total retail sales in Mexico at US \$80-85 billion, and they project this figure will grow to US\$100 billion by 2000. Sales of large retail chains, estimated at US\$19.2 billion, represent about 4.5 percent of Mexico's overall GDP. The "mom and pop" stores represent around US\$20 billion in sales, and the remaining balance, US \$40.8 billion, are sales by the informal segment or street vendors.

During 1999, ANTAD announced that the companies in the retail sector invested close to US \$1.5 billion in expansion projects. ANTAD represents the top 100 chains in the sector, of which 45 are in the retail business, 23 are department stores and 32 are classified as specialized stores (sports, gifts, etc.). In total, ANTAD has 4,466 members of which 1,077 are in the retail business and represent the leading firms in terms of sales and product coverage.

At the national level, La Nueva Wal-mart, Comercial Mexicana, Gigante and Carrefour are the most important retail chains. At the regional level, Organización Soriana, Grupo Chedraui and Casa Ley are the leading organizations. For complete information on this sector please check the Retail Sector market brief published by the Agricultural Trade Office.

## **Traditional Retail Distribution**

Traditionally, food products reach the end consumer through small corner grocers known as "abarroteros." There are over 400,000 of these types of stores in Mexico. They serve their immediate neighborhood and carry a limited range of goods. They allow consumers to make small purchases on a regular basis because of ease of shopping and proximity. They also perform well during times of economic difficulty because they extend credit to their customers.

These 400,000 outlets are serviced by 22,000 wholesalers (known as "mayoristas" or "mediomayoristas"). They supply dry, canned, refrigerated and frozen goods, dairy products, tobacco, and grains, among other products. Of these wholesalers, 43 percent have refrigeration capacity, 34 percent deliver and 13 percent deliver to restaurants. They are generally located in the Central de Abastos.

## Central de Abastos

Central de Abastos (terminal market) serves as a major supplier for all types of food related businesses: supermarkets, wholesalers, corner grocers and restaurants. Every Mexican manufacturer of processed fruits and vegetables has a presence here. This is the best way to reach the traditional retail market known as the "abarrotes" market. The major wholesalers of processed fruit and vegetables are located here. They may buy directly from the manufacturer or importer, but in most cases they will buy from distributors. One of the largest distributors to this segment is Organización Sahuayo which has annual sales of over US\$ 500 million and 36 branches throughout the country. For a list of distributors, you may call the U.S. Agricultural Trade Office in Mexico city at tel.:(011-52) 5280-5291 or the Association of Abarrotes Distributors/Wholesalers at tel.: (011-52) 5694-3347.

If you want to see the Central de Abastos in full-swing, visit between 6:00 a.m. - 9:00 a.m. If you want to have meetings with the trade, go after 10:00 a.m. Because it is a bit of a maze and overcrowded with cars and trucks, it is advisable to get a map at the administration offices before entering.

## Market Size, Structure and Trends

Competition at the retail level in Mexico is critical since sales to this segment are the most important, as at least 50 to 55 percent of the sales of processed fruits and vegetables are done through supermarkets. However, only a few of the major retail chains are set up to import directly from producers. This system of indirect purchasing or buying through local distributors-representatives is expected to somewhat change over the next few years but currently it is the dominant business practice.

The following retail organizations --Gigante, La Nueva Wal-mart, Comercial Mexicana, Soriana, Casa Ley, Carrefour and 7/Eleven-- have organized their own distribution centers and are importing directly, at least to some degree. The best way to approach them is to contact their imports department directly and send complete product information, including price, payment conditions, handling procedures, and suggested retail prices, followed up by personal visits and provision of product samples as needed. Competition for retail shelf space is very intense. Billboards, radio and TV are very popular and used for a great array of products. In-store promotions, handouts, recipe cards and other forms of direct merchandising are very important promotional tools, especially for new-to-market products. A list of the main contacts in the leading chains is contained in Section V of this report.

Most of the leading Mexican producers of processed foods belong to the CANAINCA (National Chamber of the Food Preserves Industry), which is composed of approximately 600 companies. According to CANAINCA, 60 percent of the companies in the sector export, mainly to the United States and Central America. Principal exports include processed fruits and vegetables.

Distribution in the food service sector is done exclusively through importers/distributors. These companies import processed fruits and vegetables and stock them. They will visit their customers according to their needs and will also provide training and information on prices and new products. There are very few distributors with national coverage and it is not unusual for an international



producer to have several local distributors (as many as five or six) to supply the major regional markets.

### SECTION III. COSTS AND PRICES

Mexico has a fifteen percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collect the VAT on foreign transactions upon entry of the merchandise into the country. The following example illustrates how these duties are calculated as compared to a locally produced item.

	<u>Imported Products</u>	<u>Domestic Products</u>
F.O.B. Invoice value	\$100.00	\$100.00
Ad-Valorem duty (6 percent)	<u>6.00</u>	<u>N.A.</u>
Sub-total	\$106.00	\$100.00
Value-added tax (15 percent)	<u>15.90</u>	<u>15.00</u>
<b>Total</b>	<b><u>\$121.90</u></b>	<b><u>\$115.00</u></b>

Customs brokers use this total figure to calculate their fees which usually is 0.5 percent, on average, plus any storage and handling fees.

### SECTION IV. MARKET ACCESS

#### Tariffs

Mexican import duties are classified according to the Standard International Harmonized System, as established under the provisions of the North America Free Trade Agreement (NAFTA). Sub-Chapters 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008 and 2009 of the Mexican Tariff System contain the tariffs for processed fruits and vegetables. In total, there are three specific tariff codes related to this product category, plus several other tariff codes that are used to import "processed, prepared and preserved foods" which might include processed fruits and vegetables. US exporters should take note that Mexican foreign trade data for processed fruits and vegetables do not necessarily correlate with US trade data.

Most processed fruit and vegetables with a NAFTA certificate of origin currently have a duty of zero percent, with the maximum being 6 percent. All duties will be eliminated by January 1, 2003.

#### Sanitary Requirements

No import permits are required for processed fruit and vegetables with a NAFTA certificate of origin. However, processed fruit and vegetable exports into Mexico require a written Sanitary Import Notice (Aviso Sanitario de Importación). This is a free-style letter, written in Spanish, that must contain the following information: name of product; trade brand; specific quantity; name and address of producer; name and address of importer; port of entry and import tariffs numbers. This document, written in the company's letterhead, should be addressed to the Secretaría de Salud; Dirección General de Calidad Sanitaria de Bienes y Servicios and presented at the port of entry. Additionally, the invoice, airway bill and a Sanitary Statement (Constancia Sanitaria) are required. The Sanitary Statement must come from the exporting country's respective sanitary authorities or a

FDA-certified laboratory declaring that the products, identified by production lot, are safe and fit for human consumption; indicating their physical-chemical analysis; microbiological analysis; and if applicable, specific analysis; country of origin and expiration date.

### **Import Documents**

The basic Mexican import document is the Customs Entry Document (Pedimento de Importación), which should be presented to Mexican Customs together with the commercial invoice in Spanish, a bill of lading and the Sanitary Import Notice. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. This form is available from the US Customs Service, freight forwarders, local US Chambers of Commerce or State Departments of Agriculture and does not have to be validated or formalized. Mexican Customs Law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers and custom brokers.

### **Labeling**

Labeling is also subject to a NOM requirement. The principal and specific NOM for labeling is NOM-051-SCFI-1994, published in the Diario Oficial (Official Gazette) on January 24, 1996. This Mexican standard applies to processed fruits and vegetables, both from local production and foreign sources. The general requisites of this NOM specify that labels must contain the following information in Spanish: name of product, list of ingredients clearly specified, net content and drained mass (not necessary when product contains only one ingredient); name and fiscal address of importer; country of origin; production lot and expiration date. Information on nutrition values is voluntary and only becomes obligatory when these values are enhanced either in a quantitative or qualitative form. For additional information on NOMS on labeling, interested exporters can review NOMS: 002-SCFI (Prepackaged products; net content; tolerances and verification methods); 008-SCFI (General system of measurement units) and 030-SCFI (Commercial information-quantity statements and specifications in labels). The Mexican Government has issued 900 NOMS in total since its conception in 1992, of which 76 are for food and 9 for beverages.

The Health Ministry has an address on the Internet [www.ssa.gob.mx/nom/index.html](http://www.ssa.gob.mx/nom/index.html) where more information on these NOMs can be obtained.

### **Trade Events**

The leading event for the retail sector is "**ANTAD**," which is scheduled annually in March at the Expo Guadalajara convention center. This event is organized by the National Association of Retail and Department Stores (Asociación Nacional de Tiendas de Autoservicio y Departamentales, A.C.-ANTAD), which can be contacted at tel.: (011-52) 5580-1772; fax: (011-52) 5395-2610. The Agricultural Trade Office (ATO) in Mexico organizes a US pavilion at ANTAD promoting business contacts with local distributors and buyers. American firms interested in participating should contact the ATO at: tel.: (011-52) 5280-5291; fax: (011-52) 5281-6093.

Another show for fruit and vegetables is "**CONACCA**," which is scheduled annually in July at

different locations. The 2001 version will take place in the city of Queretaro. This event is organized by the Confederación Nacional de Centrales de Abasto, which can be contacted at tel.(011-52) 5657-3388; fax: (011-52) 5650-0138. The Agricultural Trade Office has had an information booth at this show for the past three years and many US companies have exhibited their products at this show.

### **Specialized Publications**

There are trade magazines that are distributed among retail trade companies. These publications can be an effective tool to reach potential clients/agents/distributors or to conduct a direct mail campaign.

The leading specialized publications are "**Cadenas**," a monthly directed to the Managers and Directors of the retail trade; published by Editorial Multicolor, tel.: (011-52) 5545-6960, fax: (011-52) 5250-8824, contact: Javier Ortiz Camorlinga, General Manager; and

"**Abarrotes y Mas**", a bimonthly magazine targeting the retail sector; published by ServiAlimentos Publishing, S. de R.L. de C.V., tel.: (011-52) 5514-8010, 5208-5406, fax: (011-52) 5208-7864, contact: Gerard Delaney, Director General.

Other leading general business publications in Mexico are "**Business Mexico**," published monthly, in English, by the American Chamber of Commerce of Mexico, tel.: (011-52) 5724-3800 ext. 3335, fax: (011-52) 5703-2911, contact: Ms. Diane Hemelberg de Hernández, Editor or Ms. Cristina Bustos, Advertising Dept; and

"**MB**", published monthly, in English, by Hemisphere Publishers Group Inc., tel.: (011-52) 5540-7977, fax: (011-52) 5202-8478, contact: Ms. Lorena Jiménez, Advertising Director.

### **SECTION V. KEY CONTACTS**

The US Agricultural Trade Office (ATO) in Mexico carries out a variety of services geared to helping both first time and seasoned US exporters sell and promote their products in Mexico. The ATO provides background information on many aspects of the Mexican market and suggests strategies which US firms and associations might follow in evaluating their product's sales potential. In Mexico there are a number of non-profit US commodity groups and trade associations that work with the ATO to develop and service the Mexican market. Several US State regional agricultural groups (WUSATA, MIATCO, etc.) are represented in Mexico by Marketing Solutions; Grupo PM is located in Cuernavaca, Morelos and represents the Cling Peach Advisory Board and the National Potato Board. They are dedicated to developing the Mexican market for some products such as canned peaches and frozen potatoes. Contact information for both offices is listed below.

#### **U.S. Embassy-Agricultural Trade Office-ATO, USDA**

Jaime Balmes No. 8-201; Col. Los Morales Polanco  
11510 México, D.F.

Tel.: (011-52) 5280-5291, 5280-5277, 5281-6586

Fax: (011-52) 5281-6093

Web page: [www.atomexico.gob.mx](http://www.atomexico.gob.mx)

Contact: Chad R. Russell, Director

Office of the U.S. Department of Agriculture which assists U.S. firms in the promotion and market development of their agricultural, fishery and forestry products in Mexico.

**Grupo PM**

Mercurio No. 24; Col. Jardines de Cuernavaca

62360 Cuernavaca, Morellos

Tel.: (011-52-7) 316-7370

Fax: (011-52-7) 316-7369

E-mail: grupopm@grupopm.com

Contact: Luis Moreno, Director

**Marketing Solutions**

San Juan de los Lagos No. 52; Col. Santa Mónica

54050 Tlalnepantla, Estado de Mexico

Tel.: (011-52) 5362-7407

Fax: (011-52) 5362-6724

E-mail: mktsolut@mail.internet.com.mx

Contact: Raúl Caballero, Director

**Secretaría de Salud (Health Secretariat)**

Sanitary Qualification Office

Donceles No. 39-PB; Col. Centro

06010 México, D.F.

Tel.: (011-52) 5518-2692

Web Page: [www.ssa.gob.mx/nom/index.html](http://www.ssa.gob.mx/nom/index.html)

Contact: Dr. Jose Meljem Moctezuma, Director

Office of the Health Secretariat that regulates specific NOMS on health related issues.

**Secretaría de Comercio y Fomento Industrial-SECOFI**

Dirección General de Normas

(Secretariat of Commerce and Industrial Promotion, Norms Office)

Puente de Tecamachalco No. 6; Col. Lomas de Tecamachalco

53950, Estado de México 53950

Tel.: (011-52) 5229-6100 ext. 4158

Web Page: [www.secofi.gob.mx](http://www.secofi.gob.mx)

Contact: Lic. Jorge Hernandez, Dirección de Normas.

The Secretariat of Commerce and Industrial Development (SECOFI) is charged with a wide range of duties including: registration of all licensing agreements; granting import licenses and controlling foreign trade; general investment incentive policies; authorization for plant construction; regulating consumer product labeling and advertising; and examinations necessary for patent and trademark grants. This office of SECOFI issues the norms on quality and labeling.

**Secretaría de Comercio y Fomento Industrial-SECOFI**

Información Comercio Internacional

(Secretariat of Commerce and Industrial Promotion, Foreign Trade Information)

Alfonso Reyes No. 30-PB; Col. Hipódromo Condesa  
06710 México, D.F.

Tel.: (011-52) 5229-6100 ext. 3395 & 4949

Web Page: [www.secofi.gob.mx](http://www.secofi.gob.mx)

Contact: Rocío Ruíz Chávez, Director

Office of SECOFI which provides general information related to NAFTA.

### **American Chamber of Commerce-AMCHAM**

Lucerna No. 78-4; Col. Juárez

06600 México, D.F.

Tel.: (011-52) 5724-3800

Fax: (011-52) 5703-2911

E-mail: [chawkins@amchammex.com.mx](mailto:chawkins@amchammex.com.mx)

Contact: Christine Hawkins, International Trade and Investment Consulting, Director

A non-profit organization which groups U.S. companies in their business activities in Mexico.

### **Retail Sector:**

<b>Organization</b>	<b>Section</b>	<b>Address</b>	<b>Telephone/fax Internet</b>
Nueva Walmart de Mexico, S.A. de C.V.	Purchasing	Av. Universidad # 936 A Col. Santa Cruz Atoyac Delegación Benito Juárez Director Compras Abarrotes CP 03310 México D. F.	Tel: (011)(525)327-9311 Fax: (011)(525)420 02 09 <a href="http://Aurrera.com">Aurrera.com</a> ó <a href="http://Walmart.com">Walmart.com</a>
Gigante, S.A.de C.V.	Purchasing	Av. Ejercito Nacional 769-A Nueva Granada 11520 Mexico D.F.	Tel: (011)(525)255-9998 Fax: (011)(525) 269-8381
Operadora de Comercial Mexicana	Purchasing	Av. Adolfo López Mateos #201-4o. Piso Col.Santa Cruz Acatlán 53140 Naucalpan, Edo. Mex.	Tel: (011)(525) 5371 7446 Fax: (011)(525) 5371 7495 <a href="http://www.comercialmexicana.com.mx">Http://www.comercialmexicana.com.mx</a>
Seven-Eleven Mexico, S.A. de C.V.	Lic. Francisco Mendoza, Purchasing Director	Av. Munich 195-B Col. Cuauhtemoc 66450 San. Nicolas de los Garza, Monterrey, N.L.; Mexico	Tel: (011)(528) 158 0711 372 1572 Fax: (011)(528) 376-2171

Cadena Comercial OXXO, S.A.de C.V.	Sergio Estrada, Purchasing Director	Edison 1253 Norte. Col. Talleres 64480 Monterrey, N.L.; Mexico	Tel: (011)(528)389-2121 Fax: (011)(528)333-7030
CUMEXTRA, S.A. de C.V.	Lic. Antón Martínez	Cuitláhuac #116 Col. Lorenzo Boturini 15820, México, D.F.	Tel: (011)(525) 768 5050 Fax: (011)(525) 764 4103
Tiendas Chedraui, S.A. de C.V.	Sr. Primo Alvarez, Purchasing Director	Priv. Antonio Chedraui Caram S/N Encinal 91180 Xalapa, Veracruz; Mexico	Tel: (011)(528)14-4700 Fax: (011)(528)14-4806
Organización Soriana, S.A. de C.V.	Sr. Mario Garcia	Alejandro de Rodas 3102-A Cumbres Sector 8 64610 Monterrey, N.L. ; Mexico	Tel: (011)(528)329-9000 Fax: (011)(528)329-9301 Jcortezasoriana.com.mex
Casa Ley, S.A. de C.V.	Alvaro Ley, Director	Carr. Int. Nte. Deportiva Km. 1434 Humaya 80020 Culiacan, Sinaloa; Mexico	Tel: (011)(567)59-1000 Fax: (011)(567)50-5052
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Asociacion Nacional de Tiendas de Autoservicio y Departamentales- ANTAD (National Association of Retail and Department Stores)	Efren Casas	Horacio 1855-6 Col. Polanco Mexico D.F. 11560 Mexico	Tel: (011)(525)580-1772 (525) 580-0641 Fax (011)(525)395-2610 www.antad.org.mex

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